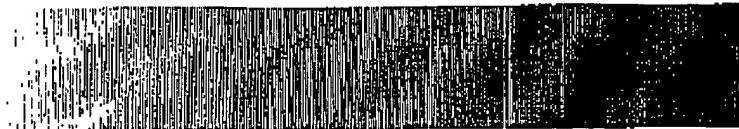




## News Release



Back

### ROHM AND HAAS ENTERS THE COLD SEAL MARKET IN EUROPE WITH ROBOND™ CS ADHESIVES

PHILADELPHIA, PA - January 7th, 2002 - Rohm and Haas Company announces the introduction of its new water-based, cold seal product family - ROBOND™ CS adhesives tailored to the requirements of the European market.

Shortly after the announcement of the acquisition of the well known Coseal™ brand in North America, the introduction of this cold seal product line in Europe further demonstrates the Company's commitment to the cold seal business in all regions of the world.

Given the similar market requirements, this product line will also be available to the Latin American and Asia Pacific markets.

"With this introduction, Rohm and Haas brings to the European market the most up-to-date acrylic technology available for cold seal applications," comments Claudio Pasqualini, marketing manager, water-based products for the Adhesives and Sealants business in Europe. "We lead the world in designing innovative acrylic polymers like those in ROBOND CS that provide solutions to our customers' challenges."

The ROBOND CS family of products is ideal for cold seal flexible packaging, and produces a quick, tight, extremely reliable seal even at very fast line speeds for packaging applications ranging from food products to medical devices. The low-temperature, environmentally friendly technology particularly benefits perishable, temperature-sensitive foods, such as chocolate and ice cream, whose quality must be carefully guarded during packaging operations.

Rohm and Haas Company manufactures three types of products within the ROBOND CS family: ROBOND CS series 1000 and 2000 for application on plastic film and ROBOND CS series 3000 for paper. Completing the portfolio, the company also offers solvent-based lacquer for application to the reverse side of the cold seal substrate.

Rohm and Haas Company, a worldwide producer of specialty materials, is a \$6 billion company with more than 100 plants in 25 countries. Its chemistry is found today in paint and coatings, adhesives and sealants, construction materials, personal computers and electronic components, household cleaning products, as well as thousands of other everyday products.

The Rohm and Haas Adhesives and Sealants business, with annual sales of approximately \$700 million, is a world-class supplier of formulated adhesives, coatings and polymers for adhesives and sealants. It serves the Packaging, Converting, Transportation, Construction and Pressure Sensitive Adhesives industries.

FAX  
PRINT  
COPY

Rohm and Haas Enters the Cold Seal Market in Europe With ROBOND CS Adhesives

Page 2 of 2

Contact: In Europe  
Cristiana Grillo-Bontemps  
Tel: +33 (0) 140 02 53 34  
CGrillo-  
Bontemps@rohmhaas.com

In North America  
Michele Chierici  
Tel: +215 592 3205  
Fax: +215 592 6808  
mchierici@rohmhaas.com

 Bock

**This Page is Inserted by IFW Indexing and Scanning  
Operations and is not part of the Official Record**

**BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- BLACK BORDERS**
- IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- FADED TEXT OR DRAWING**
- BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- SKEWED/SLANTED IMAGES**
- COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- GRAY SCALE DOCUMENTS**
- LINES OR MARKS ON ORIGINAL DOCUMENT**
- REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- OTHER:** \_\_\_\_\_

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.**